



## **Adventure that Feeds the Soul.**

Interim Economic and Rural Development Committee

October 14, 2015

New Mexico True is the celebration of all of the things that make New Mexico unique, special and different from any other place in the world. Through our promise to deliver “adventures steeped in culture,” the New Mexico True campaign has seen tremendous success in bringing more visitors to New Mexico, and getting more New Mexicans to travel within our state. Our state’s cultural heritage is very important to the department and campaign. These are the current ways we are bringing attention to tribal communities that have a desire to increase tourism, while emphasizing the importance of cultural sensitivity and respect to ancient traditions.

### **Advertising**

The department has worked closely with the Taos Pueblo, Acoma Sky City and Zuni Main Street on photo shoots to showcase Native American culture in New Mexico True advertising. This photography and videography has been used in print, broadcast, digital, billboards and broadcast ads designed to build awareness of, and inspire travel to, New Mexico.

New Mexico True Television segments have been filmed (with permission) at Acoma Sky City, Gila Cliff Dwellings, Ski Apache and Taos Pueblo. New Mexico True Views have been filmed (with permission) at Taos Pueblo. All footage is available to view and share at [www.YouTube.com/VisitNewMexico](http://www.YouTube.com/VisitNewMexico).

The tourism department was honored to feature Santa Claran sculptor, Michael Naranjo, as the subject of “The Visionary,” an inspirational video in our New Mexico True Stories series. The next New Mexico True Story to be released, “Cured Earth,” draws attention to adobe as both a building material and a style of architecture uniquely New Mexican.

The culture of New Mexico’s tribal communities and events has been the focus of multiple e-newsletters (July, August, December 2014, April, June, and September 2015).

The Tribes, Pueblos, and Nations of New Mexico, along with tribal culture, events and history, have a robust presence on [NewMexico.org/Native-American](http://NewMexico.org/Native-American) (see below for data about web traffic).

Events that center on the tribal communities are very important to New Mexico. The Zuni Pueblo Main Street Festival, SWAIA Indian Market, and Intertribal Ceremonial in Gallup were advertised, at no cost to the organizers, by the tourism department.

During the spring of 2014 the tourism department went through the full RFP process to name a new advertising agency. We were grateful to have Travis Suazo, Executive Director of the Indian Pueblo Cultural Center, as an active committee member during the selection process.

### **Regional Marketing Boards**

The tourism department has a regional marketing board program designed to engage communities and businesses from around the state that have a desire to increase tourism. Of the six regional marketing boards, four have representation from tribal communities and enterprises.

### **Public Relations**

Recently the tourism department and statewide representatives attended IPW, a trade show aimed at connecting businesses with international tour operators and media. We were thrilled to have representation from Acoma Sky City and Buffalo Thunder Resort join our outreach efforts.

In the past few months the tourism department has received large-scale media attention for Taos Pueblo and Indian Market through our public relations outreach.

Our communications division has a strong relationship with the Indian Pueblo Cultural Center, Acoma Sky City, Hyatt Regency Tamaya, Buffalo Thunder Resort and Ski Apache. We are currently working with a journalist on a story about Native American-owned businesses in New Mexico (in partnership with the American Indian Chamber of Commerce).

All tribal communities and enterprises are encouraged to connect with our communications division. We are always looking for additional ways to share the beautiful culture of the tribes and pueblos of New Mexico.

### **New Mexico Magazine**

This award-winning publication is a division of the tourism department that works diligently to bring attention to New Mexico's cultural heritage in the most respectful way. Features over the past year include:

**August 2015** – Romero family of Cochiti Pueblo, Santa Fe Indian Market & Indigenous Fine Arts Market, Roxanne Swentzell, Crown Point Rug Auction.

**July 2015** -Taos Pueblo and the Red Willow Farmer's Market, review of *Zuni Stew*, a mystery that takes place in Zuni Pueblo, with a Zuni culture focus.

**June 2015** - Lions Club Rodeo, Salinas Pueblo Missions National Monument, Buffalo Thunder Resort and Casino, Inn of the Mountain Gods, Rose B. Simpson of Santa Clara Pueblo.

**May 2015** - Lee Marmon, Native Treasures Arts Festival, Hyatt Regency Tamaya, Coronado Historic Site, Chaco Canyon, Ancestral Puebloan ruins, Museum of Indian Arts and Culture (*Turquoise, Water, Sky: the Stone and its Meaning* exhibition), and Wheelwright Museum of the American Indian.

**April 2015** - Carpio Bernal, Isleta Pueblo's Tribal Services Complex, Ohkay Owingeh's Owe'neh Bupingeh village center, Gathering of Nations.

**March 2015** - Santa Fe-based David Bradley, and his retrospective at Museum of Indian Arts and Culture, *Indian Country*.

**February 2015** - Ski Apache, Inn of the Mountain Gods, Cochiti Pueblo's Tent Rocks, Buffalo Thunder Resort and Casino. Photo Contest winning photos included *Tewa Dancer* of the Tewa Dance Group, an ensemble of Pueblo Native American dancers.

**January 2015** - Taos Pueblo and San Ildefonso's Feast Day, Museum of Contemporary Native Arts, Indian Pueblo Cultural Center curator Deborah Jojola's show, *Impetus Seekers: Integral Innovations of Pueblo Women Artists*

**December 2014** - Native Christmas dances: Ohkay Owingeh, Nambé, San Ildefonso, San Felipe, Acoma, Taos, Picuris, Tesuque, Zia, and Santa Clara Pueblos, Ski Apache, Zuni Pueblo, Evelina Zuni Lucero, feature on "Zuni Staying Power"

**November 2014** - Michael Naranjo and winter Indian Market

**October 2014** - Nambé Pueblo's Feast Day, Ancient Way Festival (Zuni Pueblo), Robert Mirabal, Ramah Navajo Weavers Association and Toadlena Trading Post

**September 2014** - "Artsapes" profile of Dr. Dave Warren (Santa Clara Pueblo)

**August 2014** - Allan Houser Studio and Sculpture Gardens, Gallup Inter-Tribal Indian

Ceremonial, Shiprock Trading Post, Toadlena Trading Post and Two Grey Hills Weaving Museum, Chiricahua Warm Springs Apache, “Tasting NM: Pueblo Feast Day Dining,” Saving Damsels, a band with Navajo, Isleta, Santo Domingo members. Sidebar features two more Native bands: The Jir Project (Cochiti) and The Plateros (Navajo).

**July 2014** - Cochiti Pueblo and Santa Ana Pueblo Feast Days, “Learning the Ropes,” about attending Native rodeos near Gallup.

### **Visitor Information Centers**

Acoma Pueblo, Jemez Pueblo, Taos Pueblo, and Zuni Pueblo are all represented with brochures in the Tourism Department’s Visitor Information Centers (eight across the state).

Additionally, the following tribal enterprises have provided information for distribution in the visitor centers: Rt 66 Casino Hotel, Sky City Casino Hotel, Isleta Casino Hotel, Inn of the Mountain Gods, Ski Apache, Ohkay Hotel Casino, Camel Rock Casino, Poeh Cultural Center and Museum, Cities of Gold Casino, Buffalo Thunder Resort & Casino, Cities of Gold Hotel & Casino, Hilton Homewood Suites, Sandia Resort & Casino, Santa Claran Hotel Casino, Santa Ana Star Casino.

### **Grant Funding & Event Sponsorship**

The tourism department has three grant programs: Co-op Advertising, Event Sponsorship, and New Mexico Clean & Beautiful. Tribal communities are encouraged to apply for funding through all three programs. Recent & upcoming awardees that have a focus on Native American culture include:

Co-op Advertising  
SWAIA Santa Fe Indian Market

Event Sponsorship  
Rio Grande Charity Slam Golf Tournament, Indian Pueblo Cultural Center (in-kind)

New Mexico Clean & Beautiful  
Zuni Pueblo (FY 15 and FY 16), San Ildefonso, Sandia Pueblo

### **Outreach**

The tourism department’s American Indian Tourism Program Manager, Amanda Montoya, serves as our tribal liaison. This position is responsible for ensuring the tribal tourism delegates are taking advantage of the services offered to them through New Mexico True, and that the interests of the tribes are expressed to the department.

Recent outreach to tribal communities and enterprises included working closely together to update the department's Native Guides, meetings with Acoma Business Enterprises, AIANTA, New Mexico Tribal Tourism Alliance, Sandia Pueblo, Eight Northern Pueblo Governors, Laguna Jewelers meeting, American Indian Chamber, Senator Benny Shendo, Mescalero Apache Tribe, Zuni Pueblo, Pojoaque Pueblo, and the New Mexico Native American Summit.

## **Research / Data**

The tourism department prides itself on strong, reliable research that provides the framework to make data-based decisions. Here are some of the insights we're able to share on web traffic and interest in Native American culture for New Mexico's visitors.

NewMexico.org/Native-American is one of the most visited pages on the tourism department's website. In the past year there have been more than 47,000 views of this page by visitors searching for information on tribal communities and culture.

However, tribal communities that have a desire to increase tourism could take greater advantage of NewMexico.org as a free service. Since July of last year, there have been over 171,000 referrals from NewMexico.org to more than 1,000 businesses listed on our website. However, there are only two Native American businesses or attractions among the 30 most visited partner sites. Native American partners could greatly benefit from adding their business and event listings to NewMexico.org.

Additional data from 2013 "Return to Sample" Survey:

79.5% of New Mexico overnight visitors strongly agreed that New Mexico was "Great for experiencing native cultures/customs/traditions." This was the second highest image attribute rating out of the 66 image attributes in the RTS study.

The Native American attribute was one of 20 attributes that had the highest correlation with these questions: "A place I'm interested in visiting again" and "Will you recommend New Mexico as a travel destination to family/friends?" (Attributes that have high correlations with these key questions are considered to be key factors that drive destination choice among visitors.)

***Therefore, this study found that New Mexico's Native American cultures are highly rated by past visitors and an important factor in influencing visitors to return and recommend New Mexico for future trips (especially for out of state visitors).***